

Title: Infographic Benchmark

Time: 45 minutes

Resources, Materials, Technology:

- Laptop
- Completed Topic Chooser Helper
- Infographic Benchmark

Take Home:

- Many infographic are useless or repetitive information. The key to being a good consumer of information is separating the important from the chaff.

Lesson Structure and Procedures:

Day 1: 30-35 minutes in length

- Students use top topic from Topic chooser helper and make a 14 word distillation of what there infographic will be. **THEY MUST DO THIS FIRST!!**
- Then they need to include their 3 sources previously found after reviewing them to make sure they are still creditable and useful.
- Then they need to go find to more great sources for data on there topic.
- at this point they write a paragraph selling me on there topic, Describing how they will create the infographic, why anyone would care about the topic and how the is going to be useful to someone who does not know about there topic.
- After the paragraph they will need to create a rough sketch of what the infographic is going to look like this will serve as a guide for there draft one on Venngage. They are proving they can create the infographic they just described.
- They turn in this benchmark and I will either sign off on the rough sketch or not if not they will need to revise and resubmit after we have a conference. This is the very last point the topic can be changed.
- If they get signed off on I will have a short conference and we will discuss the next steps specific to their topic.

Follow Up/Extensions:

- Have them find more sources, go deeper into the sources, or pull images from the internet to create more of a collage of what they want their infographic to include.
- Do this using the last page of the benchmark. (Think Pinterest-wall of design activities glued onto the back page)
- They do not need to be about the topic just more of a style guide. This really shows understanding and minds eye image of the design process they want to complete and can help then to refer to if they become bogged down or lost in the data.

Infographic Benchmark

Name _____ Date _____ Hr.

To fully understand your infographic topic it is important that you dive deeper into your understanding. This assignment aims to help you do exactly that. Please answer all of the following. If it helps you can think of this as a rough draft. Of course it will receive a grade, so work hard. GOOD LUCK.

Please explain in exactly 14 words what your infographic is going to be about.

Please list 5 websites you found while researching your topic. Then, under each one, choose whether the information you found is credible or not and explain your choice thoroughly. If you are unsure if you have enough of an explanation, YOU DON'T.

Website:	
Yes / No	Explanation:

Website:	
Yes / No	Explanation:

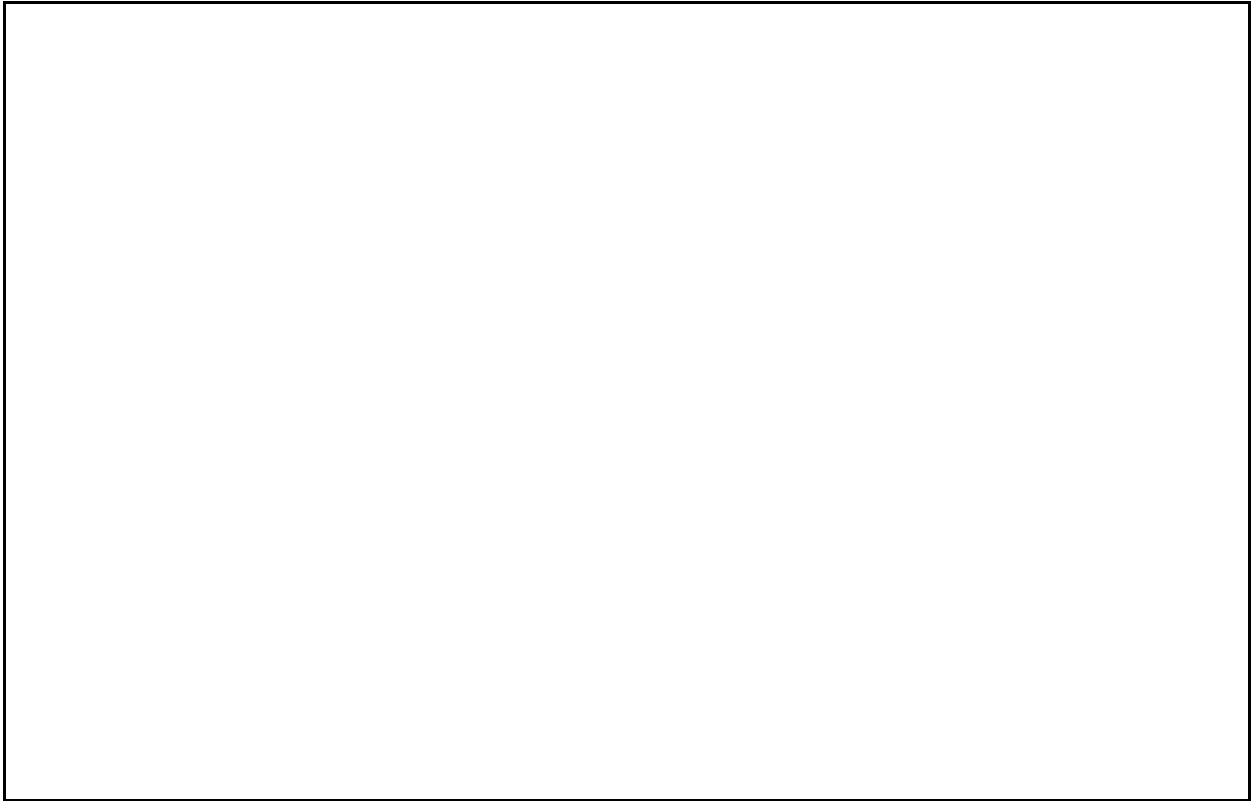
Website:	
Yes / No	Explanation:

Website:	
Yes / No	Explanation:

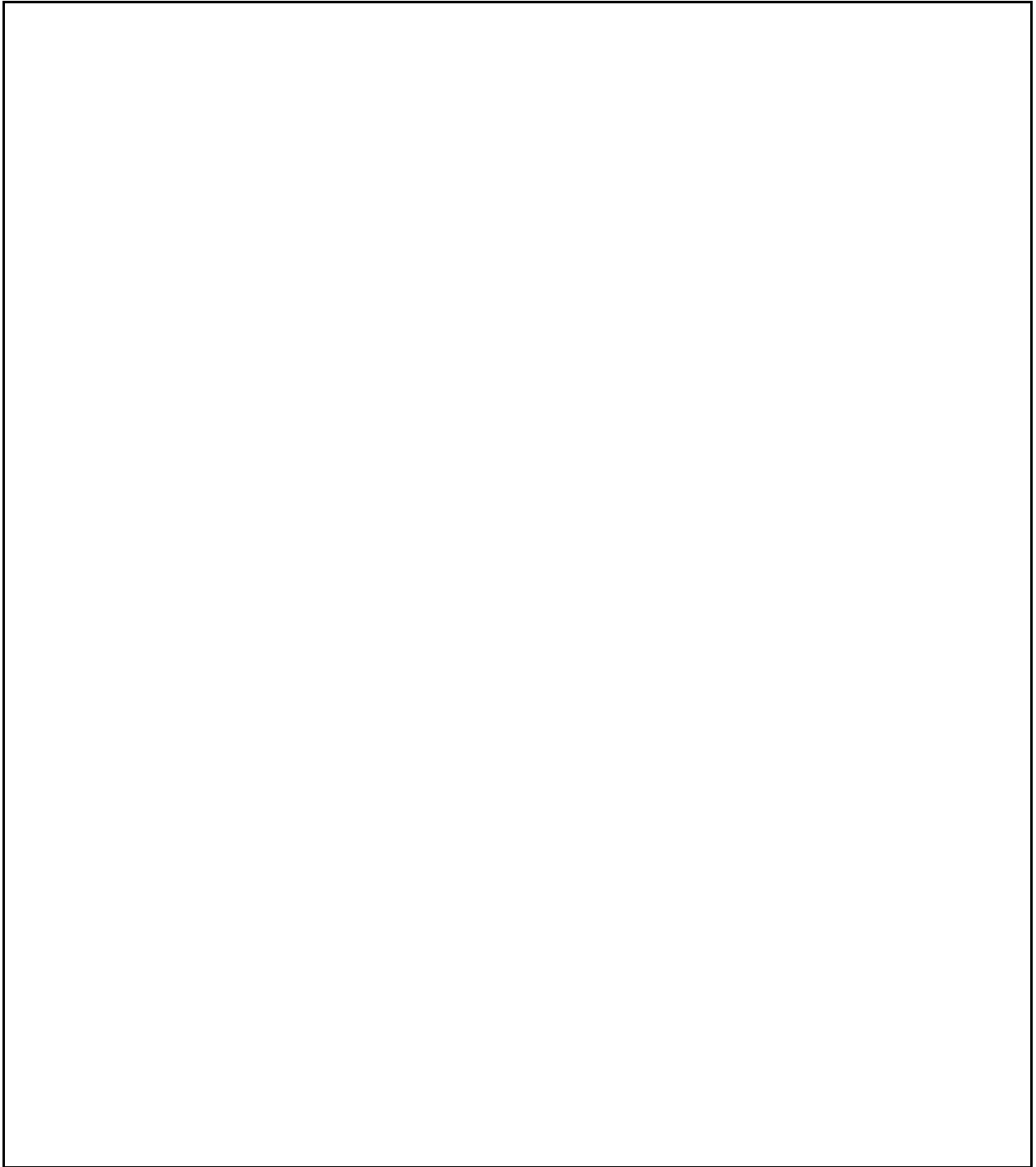
Website:	
Yes / No	Explanation:

The reality is, if you can not find multiple credible sources you might need to change topics. Please see Mr. Lamb if this is the case.

Please write a paragraph to explain your infographic. Convince me that you are creating something others will want to see. The goal here is to explain the interesting stuff and highlight the main points. This is will allow you to refine your topic. Take your time, this will really help to clarify what you are attempting to do.



Please create a rough sketch of what you think your infographic should look like. If you have data, add it. If you have an idea of the images, add them. The more you refine your ideas on this page the less you will have to do when you get to the computer lab. If you change your mind later that is ok. However, I (Mr. Lamb) must sign off on this assignment before you are allowed to proceed on the official version of the infographic. The shape of this box is the same shape as your infographic. You may however turn it sideways if you wish. Good Luck.

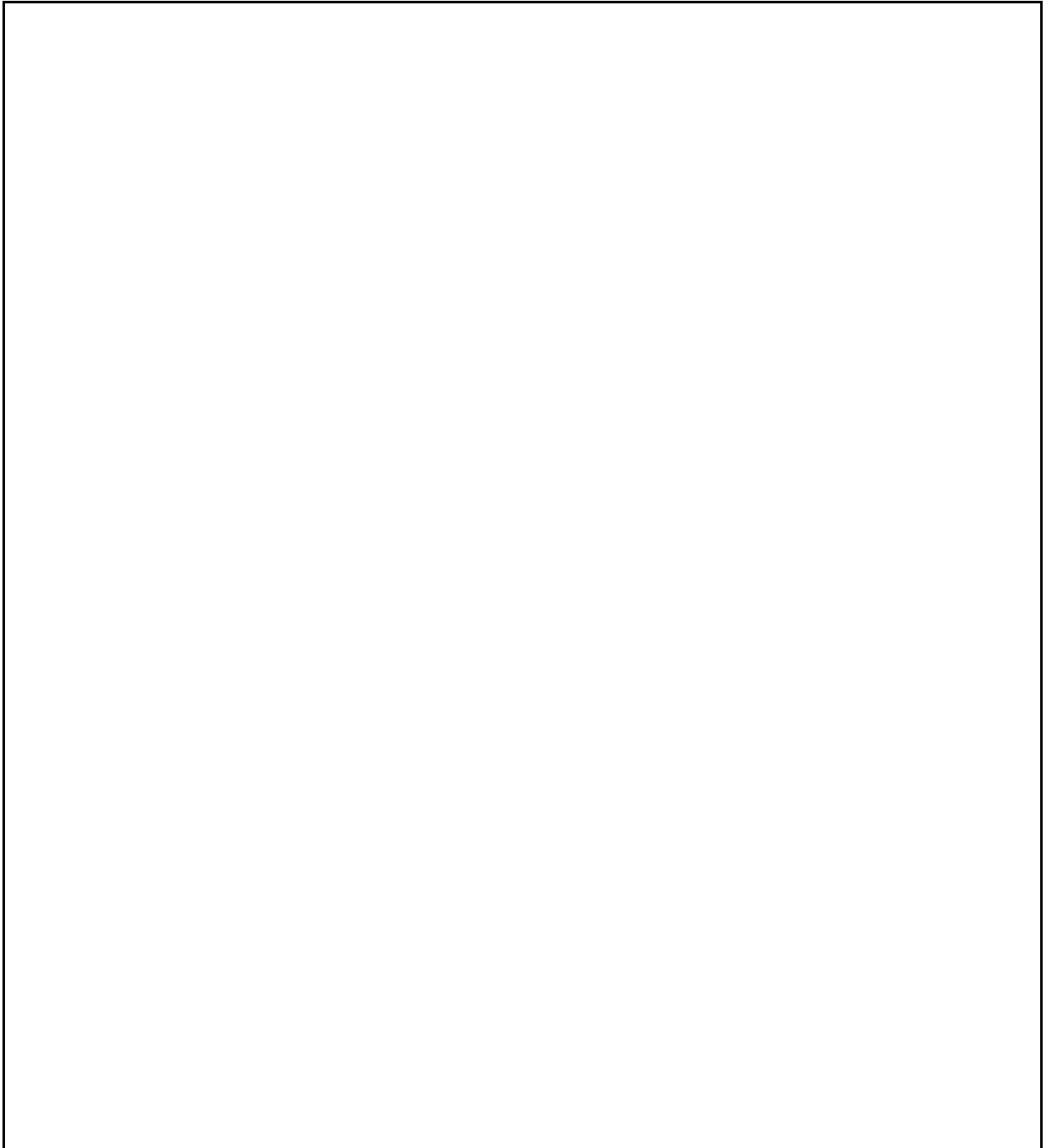


Mr. Lambs Official Signature to Proceed to the Final Version of the Infographic.



A couple more thoughts. Remember your audience. The infographics are going to be poster size, so you need to be able to read all information from a distance. Also, color is a good thing. If you change everything in the end that is ok, just let me know of any changes in topic or general plan. Just because something is difficult does not mean you shouldn't try. It just means you should try harder. Plagiarism is NOT ACCEPTABLE and you will receive a zero and a referral. DON'T even think about it. Lastly, this should be fun, so stay positive. The following area is for a second attempt on your rough sketch in case you do not like your first.





Mr. Lambs Official Signature to Proceed to the Final Version of the Infographic.

